

Jefferyi Magtubo

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Work Experience

Marketing Coordinator - Focumon (July 2024 - Present)

- A productivity app inspired by the Pokémon franchise where users can collect 100+ monsters as they stay focused. My marketing efforts increased userbase to 20,000+ users.
- Executed targeted paid advertising campaigns on Instagram, Facebook, and Google to bring in new users.
- Managed social media presence, creating engaging posts/reels for Instagram.
- Collaborated with influencers/organizations to enhance brand awareness and attract new customers.
- Authored blog posts with optimized keywords to expand audience reach.
- Managed the online community, regularly engaged with users, and responded to questions and inquiries.

Marketing Intern - Mind4Youth (June 2024 - July 2024)

- Developed and executed marketing campaigns and engaging content for social media, email, and advertising using Canva.
- Conducted market research to identify target audiences and growth opportunities.
- Designed and produced social media posts, flyers, brochures, and presentations to promote mental health awareness.

Mobalytics Market Research Extern - Extern (May 2024 - June 2024)

- Analyzed player base and game genre landscape to identify potential market expansion opportunities.
- Developed player personas by studying player psychology, providing strategic insights into a specific genre of videogame.
- Created intuitive and concise slide decks to effectively present findings and recommendations.

Skills

Digital marketing, Content Marketing, SEO, Blog Marketing, Video Marketing, Social Media, Instagram, Google Analytics, Microsoft Suite, Google Search, Word, Excel, Powerpoint, Canva, Adobe Premiere, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Web Development, WordPress, HTML, CSS, JavaScript, A/B Tests

Education

University of Houston, TX - B.A. in Media Production, Marketing Minor (Sept. 2019 - Dec. 2023), GPA: 3.9

- Dean's List: Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021, Fall 2022, Spring 2023.

Certifications

Hubspot - Digital Marketing, SEO, Social Media Marketing & Email Marketing

- Completed comprehensive video courses covering digital marketing, content marketing, SEO fundamentals, blog marketing, video marketing, SEO, keyword research, link building, reporting, and social media strategy.